
A BILL FOR AN ACT

RELATING TO OUTDOOR ADVERTISING.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. The University of Hawaii's rainbow wahine
2 soccer team currently plays at the Waipio soccer complex. The
3 legislature finds that the scoreboard at the complex was found
4 to be non-conforming by the National Collegiate Athletic
5 Association.

6 The purpose of this Act is to ensure that the University of
7 Hawaii's rainbow wahine soccer team remains compliant with
8 National Collegiate Athletic Association requirements by
9 allowing for a timely replacement of the non-conforming
10 scoreboard.

11 SECTION 2. Section 445-112, Hawaii Revised Statutes, is
12 amended to read as follows:

13 "**§445-112 Where and when permitted.** No person shall
14 erect, maintain, or use a billboard or display any outdoor
15 advertising device, except as provided in this section:

16 (1) The display of official notices and signs, posted by
17 order of any court or public office, or posted by any



1 public officer in the performance of a public duty, or
2 posted by any person required to do so by any law or
3 rule having the force of law;

4 (2) Any outdoor advertising device announcing a meeting or
5 series of meetings is not prohibited by this section
6 if displayed on the premises where the meeting or
7 series of meetings will be or is being held. Meeting,
8 as used in this section, includes all meetings
9 regardless of whether open to the public or conducted
10 for profit and includes but is not limited to sports
11 events, conventions, fairs, rallies, plays, lectures,
12 concerts, motion pictures, dances, and religious
13 services;

14 (3) Any outdoor advertising device indicating that the
15 building or premises on which it is displayed is the
16 residence, office, or place of business, commercial or
17 otherwise, of any individual, partnership, joint
18 venture, association, club, or corporation, and
19 stating the nature of the business;

20 (4) Any outdoor advertising device that advertises
21 property or services that may be bought, rented, sold,



1 or otherwise traded in on the premises or in the
2 building on which the outdoor advertising device is
3 displayed;

4 (5) The offering for sale of merchandise bearing
5 incidental advertising, including books, magazines,
6 and newspapers, in any store, newsstand, vending
7 machine, rack, or other place where such merchandise
8 is regularly sold;

9 (6) Any outdoor advertising device offering any land,
10 building, or part of a building for sale or rent, if
11 displayed on the property so offered or on the
12 building so offered;

13 (7) Any outdoor advertising device carried by persons or
14 placed upon vehicles used for the transportation of
15 persons or goods, except as provided under section
16 445-112.5, relating to vehicular advertising devices;

17 (8) Any outdoor advertising device warning the public of
18 dangerous conditions that they may encounter in nearby
19 sections of streets, roads, paths, public places,
20 power lines, gas and water mains, or other public
21 utilities;



- 1 (9) Signs serving no commercial purpose that indicate
2 places of natural beauty, or of historical or cultural
3 interest and that are made according to designs
4 approved by the department of business, economic
5 development, and tourism;
- 6 (10) Any outdoor advertising device or billboard erected,
7 placed, or maintained upon a state office building, if
8 erected, placed, or maintained by authority of a state
9 agency, department, or officer for the sole purpose of
10 announcing cultural or educational events within the
11 State, and if the design and location thereof has been
12 approved by the department of business, economic
13 development, and tourism;
- 14 (11) Signs urging voters to vote for or against any person
15 or issue, may be erected, maintained, and used, except
16 where contrary to or prohibited by law;
- 17 (12) Signs stating that a residence that is offered for
18 sale, lease, or rent is open for inspection at the
19 actual time the sign is displayed and showing the
20 route to the residence; provided that the sign
21 contains no words or designs other than the words



1 "Open House", the address of the residence, the name
2 of the person or agency responsible for the sale, and
3 an arrow or other directional symbol and is removed
4 during such time as the residence is not open for
5 inspection;

6 (13) The erection, maintenance, and use of billboards if
7 the billboard is used solely for outdoor advertising
8 devices not prohibited by this section;

9 (14) The continued display and maintenance of outdoor
10 advertising devices actually displayed on July 8,
11 1965, in accordance with all laws and ordinances
12 immediately theretofore in effect;

13 (15) The continued maintenance of any billboard actually
14 maintained on July 8, 1965, and the display thereon of
15 the same or new advertising devices, all in accordance
16 with all laws and ordinances in effect immediately
17 prior to July 9, 1965;

18 (16) Any outdoor advertising device, displayed with the
19 authorization of the University of Hawaii, on any
20 scoreboard of any stadium owned by the university. An
21 outdoor advertising device displayed under this



1 paragraph shall be on the front of the scoreboard and
2 face the interior of the stadium;

3 (17) Any temporary outdoor advertising device attached to
4 or supported by the structure of any stadium owned by
5 the University of Hawaii, located within and facing
6 the interior of the stadium, and authorized to be
7 displayed by the university. For the purpose of this
8 paragraph, "temporary" means displayed for a short
9 period before the official start of organized athletic
10 competition, during the organized athletic
11 competition, and for a short period after the official
12 end of the organized athletic competition; ~~and~~

13 (18) Any outdoor advertising device, displayed with the
14 authorization of the stadium authority, on any
15 scoreboard of any stadium operated by the stadium
16 authority. An outdoor advertising device displayed
17 under this paragraph shall be on the front of the
18 scoreboard and face the interior of the stadium~~[+]~~;
19 and

20 (19) Any outdoor advertising device, displayed with the
21 authorization of the county, attached to or supported



1 by any scoreboard structure, at the Waipio peninsula
2 soccer complex; provided that the outdoor advertising
3 device shall not be visible from any thoroughfare."

4 SECTION 3. Statutory material to be repealed is bracketed
5 and stricken. New statutory material is underscored.

6 SECTION 4. This Act shall take effect on July 1, 2030.



Report Title:

Outdoor Advertising; County Parks and Recreational Facilities;
Waipio Peninsula Soccer Complex

Description:

Authorizes the display of outdoor advertising devices at the
Waipio Peninsula Soccer Complex, subject to appropriate
approval; provided that the scoreboard is not visible from any
thoroughfare. (HB1099 HD2)

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